

R. J. REYNOLDS
TOBACCO COMPANY

RB *(4)*
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February 1, 1996

TO: R. F. Kane M. A. Young J. R. Loftin
R. C. Farmer P. E. Schmidt G. A. Young

SUBJECT: 7-Eleven (Southland)
CID Nos. 0001-04-01 and 0001-04-02
Northeast Market Offices

Gentlemen:

I recently contacted Mr. Chris Walsh, 7-Eleven Senior Merchandising Manager with the 7-Eleven Northeast Division, for the purpose of presenting R. J. Reynolds 1996 Retail Partners Program. We also reviewed our action plan for contacting 7-Eleven Market Managers on a regular basis in order to improve communication and implementation of our programs during 1996.

Attached please find listing of the current 7-Eleven Market Offices, with Market Manager, address and other pertinent information. Note that there is space for the corresponding R. J. Reynolds manager who would call on each Market Manager and information associated with him. Please complete the appropriate information and forward back to me. I will then supply this data to 7-Eleven's Northeast Office.

Please forward the 1996 Contract Agreement and Authorized Plan for 1996 to the appropriate local RJR managers who will be contacting the 7-11 Market Managers. (See Attached Program Outline.) In addition, please ensure individual 7-Eleven store information be sent to local ROUs for processing in SIS and for the maintenance of contracts by the ROU at Region level.

Recommend having RJR manager contact 7-Eleven Market Manager for the purpose of reviewing RJR/7-Eleven contracts for 1996 and initiating programs to secure additional presence in the marketplace.

Sincerely,

Jim

J. A. Morris
JAM:des

Loey
Mark
Kevin
7-Eleven
gets this
in N. Jersey
Done
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